

Please type a plus sign (+) inside this box → ☐

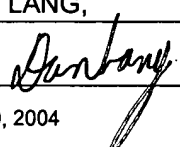
Approved for use through 8/30/2003. OMB 0651-0031

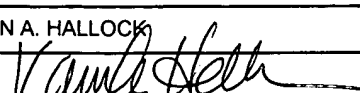
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/717,183	
	<b>Filing Date</b>	November 19, 2003	
	<b>First Named Inventor</b>	TOM CARHART	
	<b>Group Art Unit</b>	2611	
	<b>Examiner Name</b>	Unassigned	
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b>	SRNDP001

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form  <input checked="" type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment / Reply  <input type="checkbox"/> After Final  <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Convert to a Provisional Application  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to Group ( <i>Appeal Notice, Brief, Reply Brief</i> )  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input checked="" type="checkbox"/> Return Postcard  <input checked="" type="checkbox"/> Other Enclosure(s) ( <i>please identify below</i> ): <b>Assignment Recordation Transmittal; Assignment</b>
Remarks		The Commissioner is authorized to charge any additional fees to Deposit Account 50-1652.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm and Individual name	RITTER, LANG & KAPLAN LLP DAN H. LANG, Reg. No. 38,531
Signature	
Date	APRIL 20, 2004

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown:			
			APRIL 20, 2004
Typed or printed name	KAREN A. HALLOCK		
Signature		Date	APRIL 20, 2004

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

# FEE TRANSMITTAL for FY 2003

Effective 01/01/03. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

## Complete if Known

Application Number 10/717,183  
Filing Date November 19, 2003  
First Named Inventor TOM CARHART  
Examiner Name Unassigned  
Group Art Unit 2611  
Attorney Docket No. SRNDP001

TOTAL AMOUNT OF PAYMENT (\$) 40.00

METHOD OF PAYMENT (check all that apply)  
☒ Check ☐ Credit Card ☐ MoneyOrder ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number 50-1652

Deposit Account Name Ritter, Lang & Kaplan LLP

The Commissioner is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments  
☐ Charge any additional fee(s) during the pendency of this application  
☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING FEE

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1001	770	2001	385	Utility filing fee	
1002	340	2002	170	Design filing fee	
1003	530	2003	265	Plant filing fee	
1004	770	2004	385	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	

SUBTOTAL (1) (\$)

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Extra Fee from below Fee Paid  
Total Claims 20\*\* = X =  
Independent Claims 3\*\* = X =  
Multiple Dependent X =

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	18	2202	9	Claims in excess of 20
1201	86	2201	43	Independent claims in excess of 3
1203	290	2203	145	Multiple dependent claim, if not paid
1204	86	2204	43	** Reissue independent claims over original patent
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$)

\*\*or number previously paid, if greater; For Reissues, see above

## FEE CALCULATION (continued)

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet.	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	
1253	950	2253	475	Extension for reply within third month	
1254	1,480	2254	740	Extension for reply within fourth month	
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,330	2453	665	Petition to revive - unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Petitions related to provisional applications	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	40
1809	770	2809	385	Filing a submission after final rejection (37 CFR § 1.129(a))	
1810	770	2810	385	For each additional invention to be examined (37 CFR § 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	

Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3)

(\$40.00)

## SUBMITTED BY

Complete (if applicable)

Name (Print/Type) DAN H. LANG Registration No. (Attorney/Agent) 38,531 Telephone 408-446-4894  
Signature Date APRIL 20, 2004

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimate to take 12 minutes to complete, including gathering, preparing, and submitting this completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

OCTOBER 18, 2004

PTAS



\*102730192A\*

RITTER, LANG & KAPLAN LLP  
DAN H. LANG  
12930 SARATOGA AVENUE, SUITE D1  
SARATOGA, CA 95070

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 04/23/2004

REEL/FRAME: 015248/0814

NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: SRNDP001

ASSIGNOR:

CARHART, TOM

DOC DATE: 03/22/2004

ASSIGNOR:

NAVAR, MURGESH

DOC DATE: 03/19/2004

ASSIGNOR:

BILOBROV, SERGIY

DOC DATE: 03/18/2004

ASSIGNOR:

YRUSKI, ANDREY

DOC DATE: 03/19/2004

ASSIGNEE:

SERENADE SYSTEMS  
257 CASTRO STREET, SUITE 206  
MOUNTAIN VIEW, CALIFORNIA 94041

RITTER, LANG, & KAPLAN LLP

OCT 27 2004

RECEIVED

RITTER, LANG, & KAPLAN LLP

OCT 28 2004

DOCKETED

015248/0814 PAGE 2

SERIAL NUMBER: 10717183

FILING DATE: 11/19/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: PERSONALIZED CONTENT APPLICATION

JEFFREY OLSEN, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

01-27-2004

Attorney Docket No. SRNDP001

Form PTO-1595  
(Rev. 10-02)U.S. Department of Commerce  
U.S. Patent and Trademark Office

102730192

Tab settings ⇄ ⇄ ⇄ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof

## 1. Name of conveying party(ies):

TOM CARHART  
MURGESH NAVAR  
SERGIY BILOBROV  
ANDREY YRUSKI

## 2. Name and address of receiving party(ies)

Name: SERENADE SYSTEMS

Internal Address: \_\_\_\_\_

Street Address: 257 CASTRO STREET, SUITE 206City: MOUNTAIN VIEW State: CALIFORNIA ZIP: 94041Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No.

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other: \_\_\_\_\_

Additional name(s) & address(es) attached? ☐ Yes ☒ NoExecution Date: MARCH 18, 19, 22, 2004

## 4. Application number(s) or patent number(s).

If this document is being filed together with a new application, the execution date of the application is: MARCH 18, 19, 22, 2004A. Patent Application No(s): 10/717,183

B. Patent No(s): \_\_\_\_\_

Additional numbers attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: DAN H. LANG  
RITTER, LANG & KAPLAN LLP  
12930 Saratoga Avenue, Suite D1  
Saratoga, California 95070  
(408) 446-86906. Total number of applications and patents involved 1

7. Total fee (37 CFR 3.41): -----\$40.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number: 50-1652

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

## 9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true of copy of the original document.*DAN H. LANGName of Person Signing  
Atty. Reg. No. 38,531

Signature

APRIL 20, 2004

Date

Total number of pages including cover sheet, attachments, and documents: 2

04/26/2004 MBETACHE 00000034 10717183

Mail documents to be recorded with required cover to:  
Commissioner of Patents and Trademarks, Box Assignments  
Washington, D.C. 20231

08 17:00:00

50.00 UP

# ASSIGNMENT OF PATENT APPLICATION

(Not Accompanying Application)

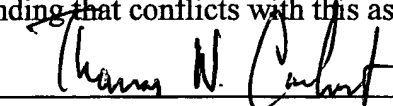

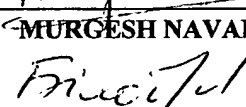
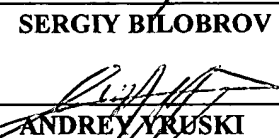
Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

## PERSONALIZED CONTENT APPLICATION

(Atty. Docket No.: SRNDP001) for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on November 19, 2003, and which bears the Application No. 10/717,183

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to **SERENADE SYSTEMS**, a Delaware Corporation having a place of business at 257 Castro Street, Suite 206, Mountain View, California 94041(hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative and applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

- |    |   |                             |
|----|---|-----------------------------|
| 1) | Signature: <u></u> | Date: <u>3/22/04</u>        |
|    | Typed Name: <b>TOM CARHART</b>  |                             |
| 2) | Signature: <u></u> | Date: <u>3/19/04</u>        |
|    | Typed Name: <b>MURGESH NAVAR</b>  |                             |
| 3) | Signature: <u></u> | Date: <u>March 18, 2004</u> |
|    | Typed Name: <b>SERGIY BILOBROV</b>  |                             |
| 4) | Signature: <u></u> | Date: <u>March 18, 2004</u> |
|    | Typed Name: <b>ANDREY YRUSKI</b>  |                             |